

FIG.1

START

S1 PROVIDE CONTENT

S2 DELIVER DATA

5 S3 RECEIVE DATA

S4 EXTRACT CONTROL INFORMATION

S5 ANALYZE CONTENT PLAYBACK INFORMATION

S6 ANALYZE CONTROL RULE INFORMATION

S7 EXTRACT AN ITEM HAVING A MAXIMUM NUMBER OF PURCHASES

10 EXTRACT SEARCH INFORMATION

S8 DETERMINE PLAYBACK CONTENT

S9 PLAYBACK CONTENT

END

15 FIG.2

1: CONTENT PROVIDING SYSTEM

41-43 CONTENT PLAYBACK TERMINALS

20 CORE NETWORK

10 DATA TRANSMISSION SERVER

20 60 INTERNET

51-53 CONTENT PROVIDING SERVERS

FIG.3

CONTENT PLAYBACK TERMINAL

25 401 COMMUNICATION SECTION

402 CONTROL INFORMATION EXTRACTING SECTION

404 HISTORY INFORMATION STORAGE SECTION

403 CONTROL INFORMATION ANALYSIS SECTION

405 PLAYBACK CONTROL DETERMINATION SECTION

406 CONTENT PLAYBACK PROCESSING SECTION

407 HISTORY INFORMATION STORAGE CONTROL SECTION

5 410 PLAYBACK OUTPUT SECTION

411 VIDEO OUTPUT SECTION

412 AUDIO OUTPUT SECTION

FIG. 4

10 420 TERMINAL PACKAGE

411A MAIN PLAYBACK REGION

411B SUB-PLAYBACK REGION

FIG. 5

15 CONTENT PLAYBACK INFORMATION

ACCESSORIES

COSMETICS

GOURMET

20 FIG. 6

CONTROL RULE INFORMATION

ITEM

FIG. 7

25 PURCHASE HISTORY INFORMATION

PURCHASE TIME

ITEM

2F04104-PCT

27

COSMETICS

PRODUCT NAME

ACCESSORIES

GOURMET

5

FIG.8

CONTROL RULE INFORMATION

PURCHASE TIME

ITEM

10